



#### **PERSONA**

Steven has been growing his sneakers collection since his teenage years and is now looking to reduce his carbon footprint by not buying new sneakers, but one's that are either second-hand or made sustainably.

He is looking to find a reliable online store that is easy to navigate and will allow him to keep growing his sneakers collection in a more sustainable way.

#### **MOOD BOARD**













#### LOGO



## REKICKS

KICKS TO





#### **ICON LOGOS**











#### **FONTS**

#### REKICKS

AMERICAN CAPTAIN

A, B, C, D, E, F, G,

H, I, J, K, L, M, N, O,

P, O, R, S, T, U, V,

W, X, Y, Z.

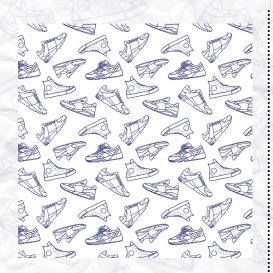
**PRIMARY FONT** 

**BEBAS NEUE** 

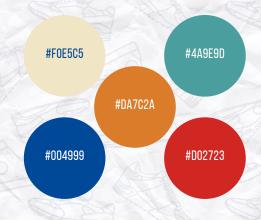
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.

SECONDARY FONT

#### **PATTERN**



#### **COLOURS**



### **BRANDING MOCKUPS**













# FLOW CHART USER

